

**STRENGTHENING SOCIAL ACCEPTANCE  
OF FAMILY PLANNING IN THE PHILIPPINES :  
A COMMUNICATION AND ADVOCACY PROJECT  
USAID Contract No. 492-C-00-00019-00  
PROGRESS REPORT : October to December 2003**

**I. SUMMARY OF ACCOMPLISHMENTS**

**A. PROJECT MANAGEMENT**

1. Hiring of new Advocacy Advisor and Accountant to replace resigned staff
2. Promotion of Capacity Building Specialist – Communication to Communication Advisor
3. Recruitment of Procurement Specialist/Grants Administrator
4. Recruitment of Local Advocacy Coordinators
5. Benchmarks for Fourth Quarter approved by USAID
6. Submission of Annual Report for the period August 16, 2002 to September 30, 2003
7. Conduct of Annual Review and Workplanning
8. Submission of Workplan for 2004 to USAID

**B. BEHAVIOR CHANGE COMMUNICATION COMPONENT**

1. Advertising Campaign
  - 1.1. IQC for Campaigns and Grey approved by USAID
  - 1.2. TV Ads pretested, approved and produced for airing
  - 1.3. Radio ad campaign
  - 1.4. Quick Response Workshop for Champions
  - 1.5. Media Placements
2. IEC Materials Produced
  - 2.1 Omnibus FP Materials Produced
  - 2.2 Method Specific FP Materials Produced
  - 2.3 Advocacy Materials Produced
3. Activities for Adolescents/Young Adults
  - 3.1. Enter-educate, symposia and training conducted
4. TSAP-FP Public relations campaign
  - 4.1. Revised PR/Quick Response Plan developed
  - 4.2. Media Monitoring
  - 4.3. Quick Response Actions Undertaken

- 4.4. Media Relations conducted
- 4.5. Press conference for ACDI-VOCA conducted
- 5. Media Training of Champions
  - 5.1. One (1) Media training conducted
- 6. Integration of FP messages in non-traditional or in traditional media used in a non-traditional way
  - 6.1. Workshop for TV, movie, and radio soap pera writers and producers conducted
  - 6.2. Integration of FP messages in popular news program done
  - 6.3. Integration of FP in one mass event of Radyo Patrol, DZMM
- 7. Autonomous Region of Muslim Mindanao (ARMM)
  - 7.1. PR Plan for ARMM developed
  - 7.2. Communication Planning Workshops for ENRICH projects in ARMM.
- 8. Behavior Change Communication Research
  - 8.1. Baseline KAP Survey conducted
  - 8.2. ARMM formative research initiated

## **C. ADVOCACY AND SOCIAL MOBILIZATION COMPONENT**

- 1. Development of Family Planning Champions
  - 1.1. Ten new champions identified
  - 1.2. Media training of advocates conducted
- 2. Sectoral Networks
  - 2.1. Informal Sector/Urban poor groups in Metro Manila and Metro Cebu linked for network formation
  - 2.2. Partnership with Federation of Free Workers Women's Network (FWN) explored and orientation conducted
  - 2.3. Partnership with Federation of Free Workers explored
  - 2.4. Health and Other Professional Groups
    - 2.4.1. Advocacy activities targeting Human Resource Managers in industrial zones initiated
    - 2.4.2. Seminar for Women's Advocacy Committee of the Philippine Obstetrical and Gynecological Society (POGS) conducted
    - 2.4.3. Planning meetings with National Academy of Science and Technology (NAST) officials held
  - 2.5. Men in Uniform
    - 2.5.1. Concept Paper drafted
    - 2.5.2. Orientations for Philippine Army officers conducted

- 2.6. Faith-based Groups
  - 2.6.1. Interfaith Group advocacy plan reviewed and finalized
- 2.7. Youth
  - 2.7.1. KATINIG Youth theater group formed and strengthened
  - 2.7.2. Youth network in Metro Cebu strengthened
- 3. Provincial Advocacy Networks
  - 3.1. Federation of Capiz province advocates formed
- 4. Assistance to Population and Development Week Celebration
  - 4.1. Assistance to POPCOM National Celebration
  - 4.2 Metro Cebu
  - 4.3 Region IV
  - 4.4 Negros Oriental
  - 4.5 Marawi City, ARMM
- 5. Autonomous Region of Muslim Mindanao
  - 5.1. Dialogue among Muslim Religious Leaders (MRLs) conducted.
  - 5.2. Initial Profile of MRLs drafted
  - 5.3. National *Fatwah* on Family Planning drafted
- 6. ASM Research
  - 6.1. Instrument for polling of influentials drafted
- 7. Small Grants Program
  - 7.1 Two grants approved by USAID
  - 7.2 Technical assistance to grantees
- 8. Participation in Contraceptive Self-reliance Media Advocacy Asia Regional Workshop in Penang, Malaysia

## **D. HEALTH PROVIDER COMPONENT**

- 1. Evidence-Based Medicine/Critically Appraised Topics (EBM/CATS)
  - 1.1. Twenty-five (25) CATS reached printing stage
  - 1.2. Facilitation and presentation skills training for Philippine Evidence-Based Reproductive Medicine Network (PEBRMN) conducted
- 2. Government Health Professionals
  - 2.1. One hundred seven (107) government midwives trained on EBM-FP
  - 2.2. Meetings with Provincial and City Health Officers conducted
  - 2.3. Members of the Association of Municipal Health Officers of the Philippines (AMHOP) in Region 3 oriented on EBM-FP

3. Medical, Nursing and Midwifery Schools and Professional Regulatory Board (PRC)
  - 3.1. Initial review of midwifery curriculum by PRC done
4. HP Research Activities
  - 4.1. Assessment of Family Planning Training Manual completed
  - 4.2. Data-gathering for Baseline KAP of Health Providers completed and topline report submitted
  - 4.3. Mini-survey in ECOP member-companies done

## **II. DETAILED REPORT**

### **A. PROJECT MANAGEMENT**

#### **1. Hiring of new Advocacy Advisor and Accountant to replace resigned staff**

During this quarter, the Advocacy Advisor, Ms. Ester Isberto (TFGI staff), and the accountant, Vikki Castro (AED staff), resigned to join the new USAID-funded project, LEAD-LGU. To replace these new staff, a recruitment process was initiated. In November, Ms. Eleanor Reyes was hired by AED as the new accountant. Since the Advocacy Advisor position is a key position, USAID approval was sought and granted to hire Mr. Romeo Arca the new Advocacy Advisor. Mr. Arca was officially hired as Advocacy Advisor by TFGI starting December 12, 2003.

#### **2. Promotion of Capacity-Building Specialist/Communication to Communication Advisor**

In early December, the Communication Advisor, Mr. Carlo Arvisu was terminated for cause. Considering his performance and abilities, the Capacity-Building Specialist/Communication, Mr. Felix Bautista, was nominated to replace him. USAID concurrence was sought and eventually granted for Mr. Bautista's assuming the Communication Advisor position in December.

#### **3. Recruitment of Procurement Specialist/Grants Administrator**

In the original organogram of the project, the Office Manager performs the dual function of office management and procurement while the Accountant, aside from her accounting functions, also undertakes administration of the small grants program. Considering the increasing number of procurements required (around 1,000 Task and Purchase Orders and contracts were issued in 2003) and the increasing number of financial transactions, it became necessary to create a new position solely responsible for all procurement and grants administration. In December, following USAID approval, AED recruited Mr. Ramon Espiritu for this position.

#### **4. Recruitment of Local Advocacy Coordinators**

With the increasing number of advocacy and social mobilization activities in Metro Manila and other priority areas of the project, the need for Local Advocacy Coordinators (LACs) to monitor and provide technical assistance to activities became apparent. In December, CEDPA, as the sub-contractor responsible for social mobilization activities, agreed to recruit these coordinators for NCR-Bulacan-CALABA, Pampanga and, Metro Davao.

## **5. Benchmarks for Fourth Quarter approved by USAID**

On November 24, USAID approved the quarterly benchmarks for the period October to December 2003. These benchmarks are on Annex 1.

## **6. Submission of Annual Report for the period August 16, 2002 to September 30, 2003**

The annual report for the first year of the project was submitted to USAID on December 1, 2003. USAID sent comments on the report on December 23, 2003 (Annex 2). The revised annual report and response to USAID comments will be submitted in January 2004.

## **7. Conduct of Annual Project Review and Workplanning**

From November 17 to 19, TSAP-FP conducted an internal review of its activities during the first year of the project and workplanning for 2004 in Mimosa Resort in Clark Field, Angeles, Pampanga. All TSAP-FP technical and administrative staff, including PR staff from Ketchum/Corporate Image Dimensions, participated. From USAID, the CTO (Mr. Ephraim Despabiladeras), Advocacy Manager (Ms. Nilda Perez) and Communication Manager (Ms. Pinky Serafica) participated. AED Home Office Coordinator Ms. Elizabeth Thomas and Finance Manager Mr. Robert Steiner were also in attendance. Ms. Carmen Auste facilitated a team-strengthening session prior to the actual review and workplanning sessions on November 17. Former Health Undersecretary Mario Taguiwalo, assisted by Ms. Eireen Villa, facilitated the review and workplanning sessions from November 18 to 19.

During this, each component presented its accomplishments vs. targets and objectives during the first year of project implementation, insights from this first year experience and recommendations for the second year. *The overall conclusion was that each component has accomplished most of its targets for the first year and can be lauded for helping expand the number of advocates and champions, increasing publicity and reporting on family planning and for making the topic of family planning “sexy” and exciting once again. However, much has to be done in terms of the convergence of the three components. Considering the numerous activities conducted during the first year, strategies must be reviewed so that efforts are focused on those activities which will achieve the intermediate results for which TSAP-FP is responsible in the USAID Results Framework. Using the advertising campaign as focus, activities and messages in each component must be aligned so that the various target audiences of the project (men and women of reproductive age, adolescents and young adults, influentials at national and local levels, public health providers) receive one, single-minded message. Agreement was reached that the key message will focus on getting social acceptance for modern family planning methods as this is being promoted by the ad campaign.*

The indicators for social acceptance of family planning are :

- percentage of the general public who strongly approve of family planning practice
- percentage of the general public who endorse family planning practice to others.

The group agreed that greater social acceptance of family planning will be achieved when the following *elements of social acceptance* are present :

- fears of and objections to modern family planning methods are satisfactorily addressed
- advantages and benefits of modern family planning are highlighted
- family planning practice is openly discussed
- champions with influence strongly advocate for modern family planning practice
- health providers provide correct information and counter misconceptions on modern methods

Each component will have to work synergistically to achieve the above. On November 18, each component drafted their specific component workplans for 2004 and presented it to the participants.

## **8. Submission of Workplan for 2004 to USAID**

The workplan drafted during the November Annual Review and workplanning was further revised in the office and submitted to USAID for approval on December 23, 2003 (*Annex 3*)

## **B. BEHAVIOR CHANGE COMMUNICATION (BCC) COMPONENT**

### **1. Advertising Campaign**

#### **1.1. IQC FOR CAMPAIGNS AND GREY APPROVED BY USAID**

In October, the IQC requested by AED for Campaigns and Grey was approved by the Office of Regional Procurement of USAID Philippine Mission. Pending approval of the IQC, a Purchase Order was issued to the ad agency to cover their work on creative development of the TV, radio and print ads.

#### **1.2. TV ADS PRETESTED, APPROVED AND PRODUCED FOR AIRING**

##### **1.2.1. TV Ads Produced**

The animatics versions of the four TV ads – *Kasal*, *Gising*, *Oops* and *Dyip* (Wedding, Wake-up, Oops and Jeep) – promoting modern family planning method which were developed and pretested during the previous quarter, were produced in final form in October. It must be noted that approval of the storyboards was granted by OPHN USAID and by the Legislative and Public Affairs Office (LPA) of USAID Washington on September 23, 2003.

### 1.2.2. Pretesting of TV Ads

To determine the impact of the produced ads, Focus Group Discussions were conducted. On October 17, three groups of FP users practicing either modern or traditional methods between the ages of 20 to 45 years old were convened. The results showed that the respondents comprehended the messages and empathized with the ads. There were also no gross negatives. The report of the pretest is on [Annex 4](#).

### 1.2.3. Presentation of Produced TV Ads to USAID

On October 24, TSAP-FP presented the four TV ads to the USAID Mission Director, Deputy Mission Director and Chief of the Public Affairs Office of the US Embassy. The following comments were made on two ads – *Oops* and *Dyip*. Specifically these were : 1) *Oops* may be misconstrued as an attack on the Catholic Church, considering that the latter promotes natural family planning which is commonly referred to as rhythm and the ad may be perceived as anti-children; and, 2) *Dyip* may be misinterpreted by young teenage boys as an invitation to have premarital sex and by adult men as tacit approval of extra-marital sex. Consequently, TSAP-FP and USAID decided to conduct focus group discussions on *Dyip* among teenage boys. TSAP-FP agreed to revise the script of *Oops* to focus on the message of birth spacing rather than on limiting the number of children.

### 1.2.4. Pretest of Dyip Ad among Teenage Boys

On October 25, three groups of teenage boys were gathered for the FGDs on the *Dyip* ad. These groups were categorized as follows – aged 12 to 14 years, in school; aged 12 to 14 years, out of school; and aged 15 to 17 years, out of school. Results showed that the boys thought the ad message to be believable. They understood the ads to be speaking to married males and not to them, teenagers, nor to unmarried males. It was interesting to note that prior to seeing the ad, some boys said that they were open to having premarital sex. After seeing the ad, these same boys said that they will think twice about premarital sex since they realize its consequences ([Annex 5](#) presents results of FGDs).

### 1.2.5. Revision of TV Ads

Considering the results of the FGDs among teenage boys, it was still decided that revisions would be made on *Dyip*. Thus, the two ads, *Oops* and *Dyip*, were revised. The *Oops* script was revised to focus on the message of birth spacing so as not to create the impression that the pregnant mother is regretting having her baby. The *Dyip* ad's visual showing a picture of the jeepney driver's wife was revised to portray a woman who will not be misinterpreted as his mistress. The end frames of all four ads were also revised to show the agreed-upon campaign slogan, *Sa Modern Methods Sigurado Ka, Walang Patsamba-tsamba* (You are sure with modern methods, there are no risks). All the final revised TV ads produced are on [Annex 6](#).



### **1.2.6. Approval by LPA, USAID Washington**

The revised *Oops* and *Dyip* ads were again sent by OPHN/USAID to LPA for approval on October 30 and consequently approved.

### **1.2.7. Presentation of TV Ads to DOH Secretary and POPCOM Executive Director**

The TV ads were presented to the POPCOM Executive Director and Deputy Executive Director in October. These POPCOM officials expressed approval for the ads and noted that they are confident that the ads will create impact since they are different from previous ad campaigns on family planning.

The TV Ads were presented to the Secretary of Health on November 18 and to the DOH Executive Committee (composed of the Secretary of Health, all Undersecretaries and selected chiefs of offices) on November 24. The Secretary expressed approval for the ads and noted that they are culturally sensitive and what he had always looked for in ads on family planning. He also said that the ads' promotion of the concept of modern family planning methods, which includes natural family planning, is the right direction to pursue. He was pleased to note that natural family planning is prominently placed in the middle of the list of all modern FP methods shown at the end of each ad. However, the Secretary stated that DOH cannot publicly sponsor the ads since this may compromise the agreement that DOH has just signed with the Couples for Christ to promote natural family planning at the community level. However, he said that DOH is willing to participate in public relations efforts on the ads and he or his senior staff can be called upon by the project for specific PR events.

### **1.2.8. TV Ads Presented to Senator Biazon, Legislators and Various Organizations**

In order to generate approval of and support for the ad campaign from other groups supporting family planning, TSAP-FP presented the ads to various organizations from October to December. Presentations were made in separate sessions to : FriendlyCare Foundation, Philippine NGO Council for Population, Health and Welfare (PNGOC), Trade Union Congress of the Philippines (TUCP), WomanHealth, Employers Confederation of the Philippines (ECOP), KATINIG informal sector group, Interfaith Partnership, Philippine League of Government Midwives (PLGM), Philippine Obstetric and Gynecologic Society (POGS), and Association of Philippine Schools of Midwifery. The ads were presented to a group of legislators (congressmen) supportive of family planning and reproductive health. They were also presented to renowned national FP champion, Senator Rodolfo Biazon, who, after seeing the ads, asked for a VHS copy to present to the Senate and to show during the orientations on FP/RH which he is conducting all over the country. TSAP-FP requested the senator not to officially present the ads as the campaign has not yet been launched on air. After launch of the ads, a copy will be given to the senator.

### 1.2.9. Nine Organizations Agreed to Sponsor the Ad Campaign

Nine large and influential organizations, with extensive nationwide representation, agreed to sponsor the ads along with TSAP-FP and USAID. The nine organizations represent a cross-section of society and demonstrate the growing groundswell support for family planning in the country. These organizations are :

- Employers Confederation of the Philippines (ECOP) representing business
- Trade Union Congress of the Philippines (TUCP) representing organized labor
- KATINIG and CCUVA representing informal sector/urban poor groups in Metro Manila and Metro Cebu, respectively
- Philippine League of Government Midwives (PLGM) representing government health providers
- Interfaith Partnership representing a large network of Christian and Muslim groups
- FriendlyCare and Well Family Midwife Clinic Foundation representing NGO family planning clinics
- Philippine NGO Council for Population, Health and Welfare (PNGOC) representing civil society.

The names of these organizations have been placed at the end frame of each ad along with the name of TSAP-FP and the USAID logo. In early January, the heads of these organizations will be convened in a quick response workshop to prepare for the press conference attendant to the media break and the public appearances required as per the PR plan to extend reach and frequency of the ad campaign messages.

## 1.3. RADIO AD CAMPAIGN

### 1.3.1. Four Radio ads developed and produced for pretest

By November 2003, four radio commercials were developed and produced for pretesting. These ads were : *Putol* (Cut), *Brake Muna* (Brake First), *Parrot* and *Pusa* (Cat). These four ads echo the messages of the TV ads as follows :

Ad	Target Audience	Description	Message
<i>Putol</i>	Married males	Dialogue between a male and a doctor in a clinic about no-scalpel vasectomy using humor and puns	No scalpel vasectomy is an easy and safe procedure; it is not castration; it does not reduce one's libido
<i>Brake Muna</i>	Married couples using traditional methods	Analogy created between braking a car to avoid an accident and use of rhythm and withdrawal	Traditional methods like withdrawal and rhythm are not sure methods, use modern FP methods
<i>Parrot</i>	Women and men	Dominating man talking to a woman who says yes each time; turns out woman is actually a parrot	Women should have a say in decisions about pregnancy, use modern FP methods
<i>Pusa</i>	Married couples	Cats playing at night; analogy drawn between cats playing and married couples romancing	You can have romance and a happy sex life without fear of pregnancy, use modern FP methods

All the four radio ads promote modern FP methods and uses the end slogan in the TV ads (*Annex 7*).

### **1.3.2. Radio Ads Pretested**

On December 12, four FGDs (*Annex 8*) were conducted to test understandability and impact of the radio ads among the target audience. These FGDs were grouped as follows : married males aged 25 to 35 years, married males aged 36 to 45 years, married females, aged 25 to 35 years and married females aged 36 to 45 years. Results of the pretest revealed that *Pusa* and *Parrot* were confusing to respondents. For *Pusa*, they interpreted the cats “meowing” to mean many children rather than romancing and lovemaking. The message was also not clear. For *Parrot*, respondents noted that there were too many characters (man, parrot, announcer, wife) which were confusing. *Brake Muna* and *Putol* were well understood and appreciated by the respondents. The males especially liked *Putol* and its message regarding vasectomy. Considering these results, agreement was reached to drop the *Parrot* and *Pusa* ads and to replace them with other executions. *Brake Muna* and *Putol* will be finalized and produced.

## **1.3. PRINT ADS**

### **1.3.1. Two Print Ads Developed**

Two print ads were developed and pretested – *Archer* and *Bugtungan* (Riddles). The *Archer* ad targets married couples and shows a blindfolded archer aiming at an unseen target with the message communicating the analogy between the picture shown and use of traditional methods. The *Bugtungan* ad targets males, uses colloquial Pilipino language, with the message that males can have pleasurable sex without fear of their wives’ getting pregnancy. Both ads end with promotion of modern methods and use the same slogan as the TV ads (*Annex 9*).

### **1.3.2. Print Ads Pretested**

These two print ads were pretested during the FGDs conducted for the radio ads (above). The *Archer* print ad was well understood and liked by the respondents. On the other hand, the *Bugtungan* ad was found to be too wordy and some respondent expressed apprehension at the use of some colloquial language which they say may be offensive. Agreement was reached to drop *Bugtungan* and just place the *Archer* ad.

## **1.4. QUICK RESPONSE WORKSHOP FOR CHAMPIONS**

In order to prepare for possible negative reaction to the ad campaign from opponents of family planning, a Quick Response cum Message Development Workshop was conducted among 23 champions from the interfaith partnership, health professional groups, informal sector/urban poor groups and civic organizations like Rotary Club on October 15 and 16. During this workshop, the participants identified arguments which opponents of family planning may raise against the advertising campaign messages,

strategies to counter the opposing arguments, specific messages to respond to these and persons or organizations to deliver the messages in a credible manner (*Annex 10.*)

## **1.5. MEDIA PLACEMENTS**

As earlier mentioned, the four TV ads were ready for airing by October. As noted earlier, the four ads were approved by OPHN/USAID and LPA Washington in September 2003. However, due to the comments of USAID top officials on two TV ads during the October 24 presentation, additional time was required to revise storyboards, present them for approval, produce them in final versions, and present final versions for final approval which was granted in early November. By then, it became difficult to schedule studio time of production houses since they were busy with producing ads for release during the Christmas season. The ad agency noted that if the ads were aired in late November, an obligatory break is needed from early December to early January, since this is the time when many new ads are placed by commercial advertisers for the Christmas-New Year season. Considering that the media budget could only pay for 12 weeks of media time with good reach and frequency, it was decided that the best option would be to launch mass media placement after the Christmas holidays in mid-January to avoid the holiday clutter and to ensure continuous airing. Media break has been re-scheduled for January 16, 2004 with a press conference to launch the ad campaign set on January 13, 2004.

## **2. IEC Materials Produced**

### **2.1 OMNIBUS FP MATERIALS PRODUCED**

### **2.2 METHOD SPECIFIC FP MATERIALS PRODUCED**

### **2.3 ADVOCACY MATERIALS PRODUCED**

IEC materials slated for production in the last quarter were not produced as these materials were designed to incorporate the repositioned family planning message. These materials will be completed in the first quarter of 2004

## **3. Activities for Adolescents/Young Adults**

### **3.1 ENTER-EDUCATE, SYMPOSIA AND TRAINING CONDUCTED**

The Archdiocesan Rap Contests were not completed during the last quarter of 2003 as the change of leadership at Manila Archdiocese resulted in review of policies and directions of the archdiocese.

One youth symposium was conducted. One was conducted among college editors in Cebu on November 17, 2003 with 40 editors and teacher- alumnae of student publications in Cebu plus 18 representatives from the Population Network of Cebu.

The proposed Training for Peer Counselors in Cebu was not accomplished because Popcom 7 was unable to organize this activity.

## 4. TSAP-FP Public Relations Campaign

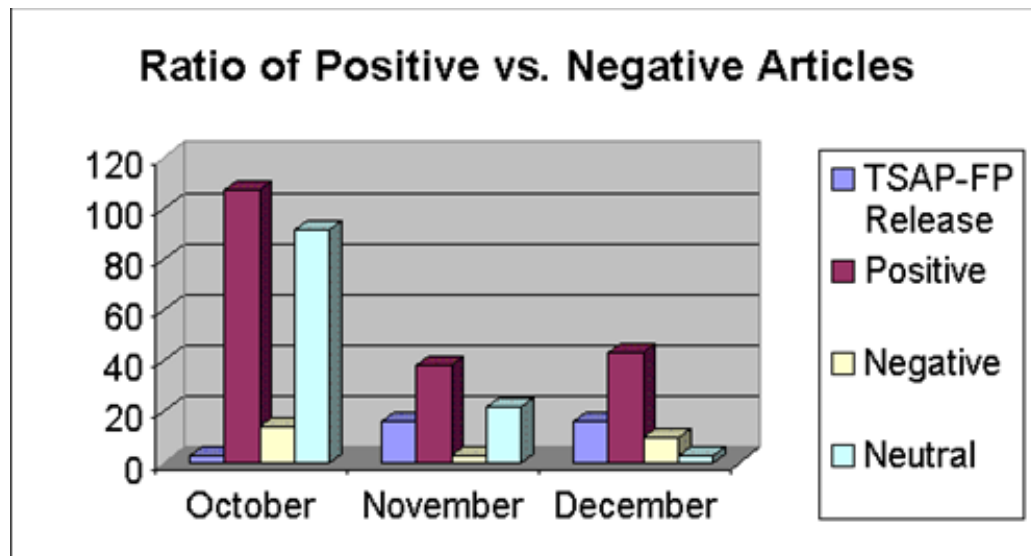
### 4.1 REVISED PR/QUICK RESPONSE PLAN DEVELOPED

A draft PR/Quick Response Plan was developed in December. (*Annex 11*)

### 4.2. MEDIA MONITORING

- On a daily basis, five (5) broadsheets and top ten (10) tabloids were scanned for FP related stories;
- On a weekly and monthly basis, magazines were scanned for relevant stories;
- Radio and TV were also monitored daily but on a selective basis, (Top two stations; ABS-CBN 2 & GMA 7 early evening and late evening news programs)
- For print media, a daily listing identifying the slant of the story, i.e. positive, negative or neutral was developed and implemented;
- For broadcast media, a dubbing system was undertaken to secure copies of important FP-related radio and TV programs.

For the period covering October 1 to 31 December 31, 2003, the project's PR sub-contractor, CID, was able to pick up **471** FP related stories. Of the 471 articles, **35** were TSAP-FP releases, **188** were positive, **27** were negative, **117** were neutral and **104** were references.



Of the 471 articles monitored, 220 were about Family Planning, 38 were on Adolescent Reproductive Health, 78 were on Population and Development Issues, and the remaining 135 were on HIV/AIDS, Violence Against Women and others.

Monitored media releases form part of a data bank, which serve as a basis for analysis of trends in media reporting/coverage vis-à-vis FP.

### **4.3. QUICK RESPONSE ACTIONS UNDERTAKEN**

Due to increase of support from different FP advocacy groups who continue to mobilize FP related activities and initiatives that have gotten increased publicity in the daily papers, only two issues were published which necessitated quick media response for the period covered.

#### **4.3.1. Negative Editorial Article (October 7 issue, p.4) in Tabloid**

In tabloids, People's Journal & People's Tonight editorial articles presented inaccurate & exaggerated data on the country's current population growth and fertility rates. The project through CID, responded to the situation by sending a letter to the editor and an article answering the issues raised in the articles. The letter was signed by Dr. Mercedes Concepcion, Academician, National Academy of Science and Technology, and noted demographer.

Below is a list of CID released articles to counter the negative editorial article.

- a. Imbestigador, Oct. 19, "Populasyon, pataas ng pataas (Population increasing and increasing) – UNFPA"
- b. Today, Nov. 7, "4.2 Filipino babies born every minute – population experts"
- c. Manila Bulletin, Nov. 20, "Population experts dispute reports on low growth rate"

#### **4.3.2. Negative Editorial Cartoon (October 11 issue, p.A12)**

Mr. Jess Abrera, PDI cartoonist, illustrated a cartoon depicting the Reproductive Health Care Bill (HB4110) that gravely misrepresents as being anti-life and for abortion. The project responded to the situation by sending a letter to the editor disagreeing with the illustration done by the cartoonist. The letter was signed by Bishop Fred Magbanua, President of the Inter-faith Partnership. It must be noted that Mr. Abrera has been responsible for similar cartoons in the past and is linked to pro-life groups.

### **4.4. MEDIA RELATIONS CONDUCTED**

The planned media relations activity for Cebu editors was not accomplished as POPCOM 7 was unable to organize the select Cebu media because of certain constraints. Instead, an orientation for Davao media practitioners was held on December 18, 2003 in Davao City to prepare for the press conference to launch the TSAP-FP advertising campaign. Seven

media personalities from print and radio, including the editors-in-chief of the two largest Davao dailies SunStar Davao and Mindanao Times, attended the orientation.

#### **4.5 PRESS CONFERENCE FOR ACDI-VOCA CONDUCTED**

Upon the request of USAID/OPHN, TSAP-FP organized a press conference in Metro Manila to announce the issuance of a Fatwah on family planning for the province of Tawi Tawi under the USAID-funded ENRICH Project implemented by ACDI-VOCA in Tawi-Tawi. The pronouncement of the Fatwah was done by the Grand Mufti Aleen Abdulwahid Inju of Tawi Tawi, together with the Tawi Tawi Integrated Provincial Health Officer Dr. Sukarno Asri, Mr. George Daliri, Resident Advisor ACDI Voca and Mr. Shan Abdulwahid also of ACDI-Voca.

Some 25 media persons attended the press conference which was held on December 11, 2003 at the Sulo Hotel. The pronouncement of the Fatwah garnered media mileage on radio and print.

### **5. Media Training of Champions**

#### **5.1 ONE MEDIA TRAINING CONDUCTED**

One media training was conducted by the project among 17 Informal Sector champions on December 3 and 4, 2003.

### **6. Integration of FP messages in non-traditional or in traditional media used in a non-traditional way**

#### **6.1 WORKSHOP FOR TV, MOVIE AND RADIO SOAP OPERA WRITERS AND PRODUCERS CONDUCTED**

This workshop was not conducted. The problem remains that of scheduling of the soap opera writers who are constrained by very tight deadlines.

#### **6.2 INTEGRATION OF FP MESSAGES IN POPULAR NEWS PROGRAM DONE**

One-minute FP/MCH messages, which started on a daily basis on September 15, 2003, continued to be aired in Angelo Palmones' daily newscast from 7 to 7:30 AM on Radyo Patrol DZMM, the nation's top rating radio station, until December 15. Angelo Palmones has become a strong FP champion in broadcast media. He has reported many inquiries on family planning via text message or phone call, inquiries, which he admitted, he is not in a position to respond to. As a result, TSAP-FP sees the need for a *hotline (via cellphone text, telephone of email)* which will respond to questions on family planning. This is an urgent need to be addressed in 2004 (*Annex 12*).

### **6.3. INTEGRATION OF FP IN ONE MASS EVENT OF RADYO PATROL , DZMM**

On December 7, TSAP-FP organized the participation of several cooperating agencies of USAID (Friendly Care Foundation, Well-Family Clinic, MOST project, and PhilTIPS) to a day-long event hosted by Radio Patrol, DZMM called *Maligayang Paslit* (Happy Child). This event, organized by Angelo Palmones and graced by popular radio broadcasters Corina Sanchez and Ted Failon, was attended by more than 1000 children with their parents from the lower socio-economic classes. A joint exhibit was organized by TSAP-FP and cooperating agencies. TSAP-FP IEC materials (*The Truth About* series) were distributed. FriendlyCare organized a desk with two nurses providing family planning information and counseling and dispensing pills, condoms and injectables. A large number of mothers with babies and young children approached the exhibit and were given FP information and materials. FriendlyCare was able to dispense pills and injectables to more than 50 mothers.

## **7. Autonomous Region of Muslim Mindanao**

### **7.1 PR PLAN FOR ARMM DEVELOPED**

During this quarter, the ARMM Public Relations Plan remained uncompleted, due to lack of data on the media environment.

### **7.2. COMMUNICATION PLANNING WORKSHOPS FOR ENRICH PROJECTS IN ARMM**

TSAP-FP also provided technical assistance to USAID-funded family planning projects with IEC activities in ARMM upon the request of USAID/OPHN.

On November 12 to 14, TSAP-FP organized and facilitated a Communication Planning Workshop for the ENRICH Project funded by USAID in ARMM and implemented by ACDI-VOCA, Hellen Keller International, Save the Children Fund, Christian Children's Fund, and Catholic Relief Services in specific provinces. Participants were the heads or communication officers of these aforementioned agencies. TSAP-FP designed the workshop agenda and sessions and provided resource persons and technical facilitation. At the end of the workshop, the participants in common, identified the major target audiences and channels for their IEC activities on family planning and health.

A follow up Communication Planning Workshop was facilitated by TSAP-FP on December 15 and 16, 2003 for the same participants. As a result of this workshop, a unified communication plan for the ENRICH Project in ARMM was developed for immediate implementation. Coordination of implementation by these agencies will be done during their joint quarterly meetings.



## **8. Behavior Change Communication Research**

### **8.1 BASELINE KAP SURVEY CONDUCTED**

The topline of the Baseline KAP survey on FP prior to launch of the ad campaign was submitted by the research agency, NFO-Trends on October 29 (*Annex 13*). The research covers Metro Manila, Metro Cebu, Metro Davao and urban centers of Bicol and Leyte. Some of the key findings are:

- Majority (83% in metro areas and 62% in key cities in low CPR regions) say they know about family planning.
- Of specific family planning methods, respondents (unaided) know the oral pill (75% in metro and 65% in low CPR) followed by condom (52% in metro areas and 40% in low CPR) and rhythm (42% in metro areas and 32% in low CPR).
- In metro areas, 43% and in low CPR areas, 25% are aware of the concept of modern methods of FP. However, when probed they are unclear as to what these methods are.
- Only 31% in metro areas and 27% in low CPR areas are aware of any family planning advertising during the past three months.

### **8.2 ARMM FORMATIVE RESEARCH INITIATED**

The terms of reference for the ARMM qualitative research was completed and sent out for bidding to research agencies based in Metro Manila and Mindanao. Of 7 research agencies and academic institutions invited to bid three (3) submitted proposals. The proposals were assessed by a committee from TSAP-FP and AED Washington and the award will be granted in January 2004. This qualitative research among Muslim men, women and adolescents/young adults aims to probe into barriers and facilitators to FP acceptance and practice as well as issues regarding responsible sexual behavior. The research will be conducted during the next quarter starting January 2004.

## **C. ADVOCACY AND SOCIAL MOBILIZATION (ASM) COMPONENT**

### **1. Development of FP Champions**

#### **1.1 TEN NEW ADVOCATES IDENTIFIED**

Ten new advocates and potential champions from the ranks of informal and youth sectors were identified. These advocates and potential champions include:

- Apryl Ross Marquez — KATINIG Youth
- Earlwin Encina — KATINIG Youth
- Elmer Calleja — KATINIG Youth
- Hunter Tiro, community youth leader (Bagong Silang, Caloocan City) — Women's Health Care Foundation, Inc.
- Chariest O. Fuertes — CCUVA Youth
- Rex Deldig — CCUVA
- Leonisa E. Laudan — BANGKETTA Alabang
- Remy Valencia — Baranggay Health Worker, Tanay, Rizal
- Fatima A. Delgado — Panagtambayayong Para sa Bag-ong Sugbu Foundation
- Gerardo A. Geronimo — PEMALAKA-KATINIG

The list of FP champions was further enhanced by classifying the champions into old and new (recent) champions with TSAP interventions, in the process clearly demonstrating who among them have been championing FP issues long before TSAP came into being but whose championing was enhanced by TSAP (e.g., Senator Rodolfo Biazon), and who among them are fairly new FP champions developed by TSAP.

#### **1.2 MEDIA TRAINING OF ADVOCATES CONDUCTED**

Champions developed by ASM from various sectors attended the Quick Response Workshop organized by the BCC component in October. Similarly, 17 champions from the informal sector attended the media training. Individual champions were also briefed on the TSAP-FP's ad campaign.

Media reports indicated that some of these identified champions have been endorsing/advocating FP. (Please refer to CID Report for full media monitoring report).

### **2. Sectoral Networks**

#### **2.1 INFORMAL SECTOR/URBAN POOR GROUPS IN METRO MANILA AND METRO CEBU LINKED FOR NETWORK FORMATION**

Taking off from the results of the *Bahaginan at Baranggayan* advocacy forum held in September, TSAP-FP discussed with POPCOM-NCR in November the need to weave together and scale-up the different FP advocacy efforts of the informal sector/urban poor in Metro Manila. TSAP-FP and POPCOM-NCR collaborated with the League of

Population Officers of the Philippines (LEPOHIL) for the establishment and strengthening of the Metro Manila network of informal, community-based advocacy groups for the promotion of FP/RH at the grassroots level. TSAP-FP partners in Metro Manila such as KATINIG, Sagip Pasig Movement, community associations of PBSP-Step-up, and community volunteers of Women's Health Care Foundation will play major roles in this advocacy networking. To launch this process, a consultation with TSAP-FP and POPCOM partners in Metro Manila on grassroots advocacy for population/FP has been set in February 2004.

On October 25 in Metro Cebu, the TSAP-FP staff met with the Cebu City United Vendors' Association (CCUVA), Nazareth Homes, Barangay Ermita Motherhood Association (BEMAI), and the South District Women's Association of Panagtambayayong, Inc. to discuss possibilities of bringing other informal sector and urban poor groups into the FP/RH advocacy as started by CCUVA. The initial consultation with other urban poor and informal sector leaders scheduled in February 2004 is expected to pave the way for the creation of the Metro Cebu Grassroots Network of FP/RH Advocates.

## **2.2 PARTNERSHIP WITH FEDERATION OF FREE WORKERS WOMEN'S NETWORK (FWN) AND CEBU WOMEN'S COALITION (CWC) EXPLORED AND ORIENTATION CONDUCTED.**

### **2.2.1 Federation of Free Workers Women's Network**

TSAP-FP also touched base with the Women's Network of the Federation of Free Workers (FFW) in November. The **FFW Women's Network (FWN)** is a national organization of various women's groups affiliated with the Federation of Free Workers (FFW). FWN is committed to organizing women workers at local, regional and trade federation levels as well as marginalized women in the sectors of the informal economy, export processing zones and migrant women workers. FWNs programs include organizing, education and training, cooperative formation, advocacy and lobbying for immediate legislation of pending pro-women bills and affirmative actions for women in FFW particularly in accessing fund support for women-initiated and managed socio-economic activities, training and regular representation in FFWs policy making bodies.

An FP forum for women leaders of FWN was conducted on December 10 at Hotel Kimberly in Manila. The forum aimed to level off understanding on population-development relationships and FP situation including gender, locate FP in the current advocacy of FWN on women's empowerment and reproductive rights, and come up with concrete plan for engaging the women's network of FFW for FP/RH advocacy. About 22 women union leaders including FWN's National President, Vice President for Luzon and the Vice President for Trade Action actively participated in the forum. The women leaders were fully enlightened on the relationships of FP to poverty, to women's empowerment, to promoting women's reproductive rights, and to the roles of FWN in reaching out to many men and women of reproductive age to promote/adopt healthy

lifestyles and to harmonizing work and family responsibilities. The group felt the need for advocacy directed at their leaders and lobbying thru CBAs as crucial in the mainstreaming of FP/RH in FFW's agenda and program of action for its workers.

The women leaders, three of whom are members of FFWs Governing Board, agreed to adopt the following proposed action areas and to incorporate such in the Gender Mainstreaming Program of FWN in collaboration with TSAP-FP. These include : 1) FP/RH information dissemination in local unions and organizations; 2) advocacy/lobbying for FP in the workplace thru CBAs including FP servicing for workers and their families ; 3) development of FWN FP advocates. TSAP-FP and FWN also agreed to collaborate in coming up with a more thorough documentation of the situation of FWN and its members, its gender mainstreaming work, the locus of FP/RH in its advocacy for gender mainstreaming and harmonization of work and family responsibilities, the proposed actions and implementing strategies . These will be the basis of partnership discussions between TSAP-FP and FWN in the next quarter.

### **2.2.2 Cebu Women's Coalition**

In Metro Cebu, TSAP-FP discussed with the Cebu Women's Coalition (CWC) prospects for FP advocacy among women workers in the industrial zones. CWC and its NGO member, the Venue for Initiative and Genuine Development (VINE) mapped out plans to organize women workers as FP advocates in their respective communities and workplaces. VINE is a consortium of local NGOs to include Bidlisiw Foundation, NORFIL, World Vision, and Legal Alternatives for Women, and the Children's Legal Bureau convened in 2002. Details of this partnership will be threshed out in the next quarter.

## **2.3 PARTNERSHIP WITH FEDERATION OF FREE WORKERS EXPLORED**

The Federation of Free Workers (FFW) has a national membership base of over 20,000 workers organized into 150 plant-level trade unions, 8 trade federations, community groups, women's groups, youth groups, and urban poor communities. As the education and training arm of the FFW established in 1973, the Philippine Social Institute (PSI), is committed to workers' education and development. It aims to develop the capacities of workers and marginalized sectors to promote their rights and well-being; train workers for socio-political awareness and participation so that they may be able to articulate and advocate for social and economic reforms consistent with the FFW vision; and consolidate and strengthen workers' organizations and other sectors of society as a means toward renewal and transformation of the FFW into a trade union-social movement.

In November, TSAP-FP met with officers and staff of the PSI to discuss potential areas of partnership in FP/RH advocacy in the workplace. The FFW-PSI representatives believed that organizing, empowering and institutionalizing FP/RH advocacy among trade unionists would be a major breakthrough in mainstreaming FP/RH in FFWs program of action and implementing future FP/RH programs of FFW. TSAP-FP and PSI

then agreed to start off the partnership in the National Capital region where there are 75 FFW local unions. Details of the partnership will be threshed out in the next quarter.

## **2.4 HEALTH AND OTHER PROFESSIONAL GROUPS**

### **2.4.1 Advocacy Activities Targeting Human Resource (HR) Managers in industrial area**

TSAP-FP collaborated with the Responsible Parenthood Maternal and Child Health Association (RPMCHAP), an NGO focused specifically on FP advocacy in the workplace involving human resource managers of companies in the Calaba Industrial Area. TSAP-FP and RPMCHAP will pilot an advocacy and community mobilization strategy hinged on the management-supported workers' cooperatives and worker's welfare programs spearheaded by HR managers. This strategy will take into account the current trend in labor contracting or casualization, which has permeated even the manufacturing companies in export processing zones. TSAP-FP and RPMCHAP will explore the possibility of piloting this strategy in Cebu Mitsumi, an electronic manufacturing company based in Davao City and employing an estimated 20,000 workers (mostly women), and TDK, another manufacturing company based in Sta. Rosa, Laguna with approximately 5,000 workers. To start-up this process, TSAP-FP hired a short-term consultant to develop the concept/strategy paper on mobilizing workers cooperatives, HR managers and external manpower resource agencies. This strategy paper, to be completed in the first quarter of 2004, will be the springboard for action of TSAP-FP in its FP advocacy among the labor sector in the areas of Cebu and Cavite, Laguna and Batangas (CALABA).

### **2.4.2 Seminar for Women's Advocacy Committee of the Philippine Obstetrical and Gynecological Society (POGS) conducted**

TSAP-FP, in collaboration with the Women Advocacy Committee of the Philippine Obstetrical and Gynecological Society, Inc. (POGS) convened a Women's Advocacy Seminar on October 15, 2003 in Sulo Hotel, Diliman, Quezon City. This activity was aimed at increasing awareness of the POGS members on the state of health of women, adolescents and children, the inter-relationship between population – development, population and poverty and population and women's health, and the current situation on violence against women and teenage pregnancy. A total of 34 obstetricians from Metro Manila, Bulacan, Cavite, Naga City and Tuguegarao City attended the seminar. Resource persons were also POGs officers like Dr. Lyra Chua-Clemente, POGS President; Dr. Regina dela Paz-Ingente, POGS Board Member for Southern Mindanao; Dr. Ric Gonzales, TSAP-FP Medical Advisor; Dr. Malou Otayza, Medical Specialist, Ilocos Regional Hospital; Dr. Darleen San Jose-Estuart, Executive Director of Brokenshire Women's Center and Chairperson of OB-GYNE Department of Brokenshire Integrated Health Ministries Inc.; and, Dr. Jimmy San Pedro, Chairperson of OB-GYNE Department of Bulacan Provincial Hospital.

### **2.4.3 Planning meetings with National Academy of Science and Technology (NAST officials held.**

TSAP met NAST officials led by Dr. Emil Javier (President) and Mercedes Concepcion (board member, social science division) and secretariat members on October 16. Inday Feranil, CEDPA's Senior Advocacy Advisor and Marissa Reyes, Executive Director of the Philippine Center for Population and Development (PCPD) also attended the meeting. Dr. Javier brought to the fore the keen interest of members of the scientific community to be involved in advocacy for family planning given the lack of strong national government commitment to the Philippine FP program. Dr. Javier identified specific members of the NAST who can be tapped to advocate for FP. All those present stressed the need for studies that document population interrelationships with development concerns like poverty, environment, resources, etc. in the Philippine context. Ms. Reyes shared that PCPD-commissioned studies on population-poverty interrelationships will soon be available. The Philippine Institute for Development Studies also recently completed a review of the Philippine Population Program, wherein accompanying analyses showed that continuing demographic concerns like rapid growth and high fertility exacerbate the country's development challenges. The meeting ended with an agreement that TSAP, NAST and PCPD will share information and actively collaborate in advocacy initiatives.

## **2.5 MEN IN UNIFORM**

### **2.5.1 Concept Paper drafted**

A concept paper titled *Reaching the Men in Uniform: A Strategy to Enhance Male Participation in Family Planning and Reproductive Health* was drafted (Annex 14). Soldiers as targets of project interventions may increase greater social acceptance of family planning considering their role in decision making in the family, and their sphere of influence over other people, especially to those within their sector. The draft concept paper, however, needs to be fine-tuned following the overall objective of TSAP. During the year-end review and strategic planning held in December, it was suggested that it has to be further reviewed further in the light of defining the target segments of advocacy and social mobilization to increase male participation in FP/RH.

### **2.5.2 Orientations for 112 Philippine Army officers conducted**

TSAP-FP in collaboration with the Group Commander of the Civil Affairs Group, Philippine Army conducted an orientation on Population, FP/RH among its officers and men on October 10, 2003. The activity was held in Fort Andres Bonifacio, Makati City and was attended by 38 officers of CAG, Philippine Army. The orientation was aimed at promoting FP/RH among the soldiers in this camp. One of the officers, Col. Eduardo del Rosario, in his closing remarks, stressed the effects of having too many children and unplanned pregnancies to the quality of life of children and women. He affirmed that men in uniform, soldiers and officers have to plan their families in order to provide food, education, clothing, health care and other basic needs to their children. He reiterated that

for a soldier who earns between P6,000 to P10,000 a month, it is important for the military man and his wife to be informed on the different family planning methods.

On November 20, 2003, another orientation on population and FP/RH was conducted in the Command and General Staff College, Philippine Army in Fort Bonifacio. This was attended by 74 CGSC senior-officer students, with the rank of Major to Lieutenant Colonel. Most of these officers are earmarked for battalion commander position, handling more than 400 officers and men and will be strategically dispersed to military camps in the different parts of the country. This makes them ideal as advocates and influentials for promoting family planning practice among the officers and men under their command.

## **2.6 FAITH-BASED GROUPS**

### **2.6.1 Interfaith Group advocacy plan reviewed and finalized**

Representatives of the Interfaith Partnership for the Promotion of FP and RH Programs at the national level met last November 2003 to review and assess their one-year plan of action. As a result of the review, the Interfaith Partnership committed to pursue FP as an electoral issue, to promote FP among members of their faith, and to strengthen FP service delivery within their respective health care programs. The Interfaith partnership also unanimously agreed to be a co-sponsor and have their name affixed on the end tag of TSAP's TV ads.

## **2.7 YOUTH**

### **2.7.1 KATINIG Youth theater group formed and strengthened**



Twenty-eight (28) members of KATINIG Youth attended the Repertory Theater Guidance Workshop last October 16-19, 2003 at Makiling Highlands, Los Baños,

Laguna. The workshop output was a full theater production on responsible teen sexuality. Before plunging into the rigors of story development, improvisation, acting, dancing and singing, some concepts regarding responsible teen sexuality and popular culture were reviewed to provide the context as well as to identify key issues they would like to address through the play they are creating. The group utilized the process of improvisation - a developmental process of mounting a production wherein the actors themselves make the script, props and create costumes, design the production set, and all other aspects of production, under the repertory guidance of artists and artistic directors of the Philippine Educational Theater Association.

The resulting play entitled "*Pasan ko ang daigdig, carry mo ba? (The world is on my shoulders, do you get it?)*" saw its maiden run last November 3, 2003 at Raja Sulayman Theater, Intramuros, Manila followed by a city-wide presentation last December 20 at Malabon City Amphitheatre, Malabon City. The play featured the life of three childhood friends and their journey to self-discovery, incorporating messages on responsible sexuality.

As a result too, Teatro KATINIG, the official name of the group's theater company, has been sought after by other agencies to perform in their respective events such as the National Population Congress of the Commission on Population (POPCOM) and the Awarding of Mobile Teachers in Rural Areas of the Department of Education.

### **2.7.2 Youth network in Metro Cebu strengthened**

A total of 47 high school and college students from Metro Cebu and eight of their advisers attended the Network Development Workshop held on November 14-17, 2003 in Cebu City aimed at assisting the recently-formed Youth Advocacy Network (YAN) define their vision, mission, goals, values and organizational structure.

YAN's primary goal is to reach out to the adolescents of Cebu to encourage them to be more responsible about their sexuality, and avoid risk behaviors that may jeopardize their future such as early sexual initiation and early pregnancy, smoking, drinking and drug use.

## **3. Provincial Advocacy Networks**

### **3.1 FEDERATION OF CAPIZ PROVINCE ADVOCATES FORMED**

TSAP-FP, with the technical assistance of Ms. Imelda Feranil, CEDPA's Senior Advocacy Advisor, supported the Strategic Planning and Partnership Building Workshop of FP/RH Advocates of Capiz. This was conducted on from November 4 to 6 at the CityState Tower Hotel in Manila. Fifteen (15) leaders of local nongovernment organizations and 11 municipal population officers, who are also members of the Municipal Advocacy Teams, from various municipalities of Capiz province participated in the workshop. They strongly manifested their desire to forge such partnership between and among various Municipal IEC and Advocacy Teams (MIATs) and NGOs/POs in



order to foster a more sustained advocacy for FP and reproductive health in their province.

The local organizations represented in the workshop include the following: Dumarao Coffee Growers Multipurpose Cooperative, Sigmahanon Foundation for the Culture and the Arts, Sigma Development Foundation, Pontevedra Vendors Development Cooperative, Maayon Multipurpose Cooperative, Ivisan Jeepney Operators and Drivers Association, Tapaz Rebel Returnees Association, Pres. Roxas Purok Federation, Capiz Women Incorporated - Panay Chapter, Duran Dimalag Jeepney Operators and Drivers Association, Blue Boys Brigade Association, Sapien Fisherfolks Association, Brotherhood Association Inc., Federation of Jamindan Community Development Cooperatives and Associations, and Dao Tricycle Drivers Association.

#### **4. ASSISTANCE TO POPULATION AND DEVELOPMENT WEEK**

The project provided support to POPCOM and its advocacy networks to the celebration of Population and Development (POPDEV) week from November 23 to 29.

##### **4.1. ASSISTANCE TO POPCOM NATIONAL CELEBRATION**

TSAP-FP provided some support by sending some youth delegates from TSAP-FP areas to the National Population Congress held on November 28 in Manila.

##### **4.2. METRO CEBU**

POPCOM Region VII, in coordination with the Rotary Club of Banilad Metro hosted a one-day forum on Responsible Teen Sexuality for media and student editors on November 17, 2003 at Holiday Plaza Hotel attended by forty (40) students and teachers from various schools and student publications, ten (10) media practitioners and eighteen (18) members of the Population Advocacy Network (POPNET) and Technical Working Group RH/FP.

On November 18, 2003, several articles related to the Forum were published in the local dailies, namely "Church dated to define morality," in the Freeman and "Teenagers from Samar, Leyte, Bicol more sexually active" in Cebu Daily News. On November 19, an article entitled "Sexual ignorance harms youth: study," published in Sun Star Daily.

##### **4.3 REGION IV**

In Lipa City, the theme was "*Kabataan: Patatagin, Pangalagaan, Sila ang Pag-asa ng Kinabukasan/Ang Pamilyang Nakaplanong Panalo.*" (Youth: Strengthen and Care for they are the Hope of the Future/A well-planned family is a winner) The celebration opened with a motorcade participated in by representatives of the local government units

and youth leaders in CALABARZON and MIMAROPA with vehicles carrying various adolescent RH messages.

Ninety (90) youth leaders and one hundred twenty six (126) population workers attended the Regional Youth Forum at the Lipa City Youth and Cultural Center where Professor Grace T. Cruz of the UP Population Institute presented and discussed the relevant finding of the Young Adults Fertility Survey.

In the afternoon's program, Mayor Rosa Vilma Santos-Recto, also a very popular movie star was the keynote speaker. Her speech focused on affirming the high population growth rate of our country and its implication in the delivery of social services.

#### 4.4 NEGROS ORIENTAL

In Negros Oriental, the POPDEV celebration was celebrated through a week-long series of activities in the municipality of La Libertad with the theme *"Kabataan, Patatagin, Pangalagaan – Sila ang Pag-asa ng Kinabukasan"* (Strengthen the Youth and Care for Them – They are the Hope of the Future). The celebration was made possible through the collaborative efforts of the Negros Oriental Family Planning/Reproductive Health Advocacy Network, Inc. (NeOFPRHAN), the local government unit of La Libertad through the Mayor, Hon. Lawrence Limkaichong, and the provincial government through the governor, Hon. George Arnaiz, particularly through its Provincial Population Office.

The series of activities started with a Special Session of the Sangguniang Bayan focusing on an orientation by NeOFPRHAN and discussion of reproductive health, poverty and population issues led by NeOFPRHAN.

A parade of students and faculty of the three high schools and one elementary school, and local officials formally launched the celebration. The vice-governor emphasized the need to address population growth vis-à-vis economic development, responsible parenthood, and responsible sexuality among the youth in his inspirational message.



The launching program was followed by an Adolescent Reproductive Health Forum and a FP/RH Forum attended by the tricycle and *habalhabal* (motorcycle) drivers. Several contests for the students were undertaken like Essay Writing Contest, Slogan Contest, On-the-Spot Poster Design Contest, ARH Cheering Contest, and ARH Booth Design Contest.



A Reproductive Health Workshop with the women leaders and midwives was conducted by NeOFPRHAN. FriendlyCare Foundation, Inc. provided no-scalpel vasectomy (NSV) and bilateral tubal ligation (BTL) in La Libertad in three batches through the initiative of the town Mayor.

In his inspirational message during the culminating program on November 28, Governor George Arnaiz emphasized the need to balance population growth with environmental and economic developments. He expressed appreciation for the efforts of NeOFPRHAN. Testimonies were also given by couples who had ligation and vasectomy.

In closing, the Provincial government through the Population Officer and NeOFPRHAN, honored the various FP supporters who played a major role in the week-long celebration.

#### **4.5 MARAWI CITY, ARMM**

The Population Office of Marawi City spearheaded the multi-sectoral event of Dialogues and Fora on Family Planning. The celebration was attended by the Office of the City Mayor, other LGU offices and the academic community in the city.

The dialogues and fora were attended by adolescents and young mothers and wives, secondary school teachers, in-school youth, adolescents and young fathers and husbands, and out-of-school youth. The dialogue and forum was designed to make the participants

aware of facts and figures about the Philippine population and the status of women and children's health. Concepts on family Planning and RH were also discussed.



## 5. ARMM

### 5.1 DIALOGUE AMONG MUSLIM RELIGIOUS LEADERS (MRLs) CONDUCTED

A major activity done for the ARMM partners and in cooperation with other stakeholders in the region was the meeting of key Muslim religious leaders from Maguindanao, Davao City, North Cotabato, Sultan Kudarat, Lanao del Sur, Lanao del Norte, Saranggani, Zamboanga peninsula, Basilan, Sulu and Tawi-Tawi to deliberate the issuance of a national *fatwa* supportive of reproductive health and family planning. Attended by more than 80 participants on October 20 in Davao City, the meeting was envisioned to gain insights and generate consensus for a draft national fatwa supportive of RH/FP. The occasion also provided the rare opportunity for the religious leaders to interact with their peers across provinces.

### 5.2 INITIAL PROFILE OF MRLs DRAFTED

Added value to the series of meetings and workshops attended by key Muslim religious leaders was the development of a profile. The report on the initial profile of key Muslim religious leaders is found on *Annex 15*.

### 5.3 NATIONAL FATWAH ON FAMILY PLANNING DRAFTED

Another meeting followed on November 4 to 5 in Zamboanga City which was attended by about 20 key representatives of Muslim religious leaders from Maguindanao, Davao City, North Cotabato, Sultan Kudarat, Lanao del Sur, Lanao del Norte, Saranggani, Zamboanga peninsula, Basilan, Sulu and Tawi-Tawi to refine the draft *fatwah* taking

into account the various issues expressed during the earlier dialogue. The draft *fatwah* written in English was finally found acceptable and approved by the body. Representatives felt the need to have the draft *fatwah* translated into Arabic as a manifestation of their ownership and congruence to Islam.

The Arabic translation, which was facilitated through assistance from UNFPA Egypt, was reviewed on November 21 to 22 in Davao City by a special committee of religious leaders, who are adept in English and Arabic and knowledgeable on the issue of reproductive health and family planning. The output of the special committee was the draft *fatwah*, (*Annex 16*) which the team of Muslim religious leaders will bring to Egypt and seek the Grand Mufti's endorsement during the official Study Tour of Muslim Religious Leaders to be organized by TSAP-FP in January 2004.

## **6. ASM Research**

### **6.1 INSTRUMENT FOR POLLING OF INFLUENTIALS DRAFTED**

A one-page survey questionnaire for the quick polling of influentials and leaders was drafted (*Annex 17*). The ASM team will distribute this questionnaire to target influentials representing key sectors when the Local Area Coordinators will start their assignment. However, it is interesting to note that in the baseline KAP (for BCC) a few questions have already been added to monitor individuals speaking about FP in urban areas where TSAP is working. Initial report shows that 81% have not heard any popular individual or group speak about FP during the past three months. The very few who did hear identified DOH Secretary Manuel Dayrit and Senator Juan Flavio Velasco as the sources of information.

## **7. Small Grants Program**

### **7.1 TWO (2) GRANTS APPROVED BY USAID**

During the fourth quarter of 2003, TSAP-FP received 12 proposals from the following organizations:

1. Simag Foundation
2. Sangguniang Bayan ng Panay, Capiz
3. Population Management Program Province of Bulacan
4. Philippine Social Institute (PSI)
5. POPCOM Region IV
6. Population Office of Marawi City
7. NeOFPRHAN
8. Makatao Foundation
9. KATINIG
10. POPCOM Central Office
11. NCR LEPOPHIL
12. CCUVA

Of the above, four proposals were approved and funded under the direct payment scheme (meaning, the project will directly pay suppliers). Meanwhile, four proposals were endorsed to USAID for concurrence. These were: CCUVA, Mga Kababaihan Para sa Tao (Makatao) Foundation, Inc., NeOFPRHAN, and NCR LEPOPHIL. The proposals of Katinig and PSI were referred back to the proponents for further revisions. The proposal of Simag was not accepted as it covers an area outside of the TSAP sites while that of the Sangguniang Bayan ng Panay, Capiz was referred to the Capiz FP/RH Advocates for inclusion in its own advocacy plan.

Subsequently, two proposals were approved by USAID : CCUVA and Makatao. Those of LEPOPHIL and NeOFPRHAN were held in abeyance pending some revisions.

## **7.2 TECHNICAL ASSISTANCE TO GRANTEES**

A project start-up meeting with PBSP-Visayas was also conducted to discuss the implementation plan of its newly approved grant on Capability Building on FP for Community Health Volunteers in Olango Island in Lapu-lapu, Cebu. Technical assistance was also provided to Sagip Pasig Movement for the inclusion of advocacy trainings and FP/RH orientation sessions for its community leaders.

## **8. Participation in Contraceptive Self-Reliance Media Advocacy Asia Regional Workshop in Penang, Malaysia**

From September 28 to October 1, 2003, TSAP-FP sent the Communication Advisor and Advocacy Advisor as participants to this workshop held in Penang, Malaysia. TSAP-FP was also responsible for the participation of FP advocates, Congressman Gilbert Remulla and popular broadcasters Ces Drilon (TV) and Angelo Palmones (radio) of the top-rating network, ABS-CBN. During this workshop, Drilon and Palmones were able to provide information on the workshop via live feeds to their viewers and listeners in the Philippines and interviewed Congressman Remulla and other participants. The participation of these two FP advocates developed by TSAP-FP in the workshop also strengthened their commitment to the promotion of social acceptance of family planning. Drilon and Palmones have become strong advocates who never fail to communicate family planning messages when the opportunity arises in their popular TV and radio programs.

## **D. HEALTH PROVIDER COMPONENT**

### **1. Evidence-based Medicine/CATS**

#### **1.1 TWENTY FIVE (25) CRITICALLY APPRAISED TOPICS REACHED PRINTING STAGE**

The first 13 critically appraised topics (CATs) approved for production, pre-tested in a number of local trainings of government midwives, and prepared into prototypes were at the dummy stage as of this reporting. Added to these initial topics, 12 new CATs were prepared by the ad agency for press work. All together, 50,000 copies (2,000 copies per topic) will be off the press in early January 2004. The CATs notebook was also prepared for press work.

#### **1.2 FACILITATION AND PRESENTATION SKILLS TRAINING FOR PEBRMNETWORK MEMBERS CONDUCTED**

To prepare members of the PEBRM Network to be effective trainors and facilitators for subsequent EBM trainings, a Facilitation and Presentation Skills training was conducted at the National Teacher's Training Center (NTTC) at the UP-CPH compound on October 21-22, 2003. Eleven members of the network attended the training.

### **2. Government Health Professionals**

#### **2.1 ONE HUNDRED SEVEN (107) GOVERNMENT MIDWIVES TRAINED ON EBM-FP**

Two trainings for government midwives were conducted in collaboration with the Philippine League of Government Midwives. The orientations were conducted in General Santos City on October 16-17, 2003 and Tarlac City on November 4-5, 2003. In General Santos, 50 midwives from Lanao del Sur, Maguindanao, and Marawi City attended, whereas in Tarlac City, 57 participants from Pampanga, Angeles City, and Bulacan were oriented on EBM, Contraceptive Technology and Contraceptive Safety.

#### **2.2 MEETINGS WITH PROVINCIAL AND CITY HEALTH OFFICERS CONDUCTED**

In the Visayas, the Cebu City Health Department, CHD Eastern Visayas and the Provincial Health Offices of Negros Oriental and Capiz were visited. Initial meetings were held with the Provincial Health Officers and selected Municipal Health Officers of the local governments of Cebu, Negros oriental, and Capiz regarding the planned EBM and Contraceptive Technology and Safety training series for government health providers and industry clinics. The CHO of Cebu, Assistant Director of CHD Eastern Visayas, PHO of Negros Oriental and FP Coordinator of Capiz expressed enthusiasm to

collaborate with TSAP-FP in the orientation of their health providers on EBM and be updated on family planning modern contraception.

### **2.3 AMHOP MEMBERS IN REGION 3 ORIENTED ON EBM-FP**

The Project provided support to Association of Municipal Health Officers of the Philippines (AMHOP) members from Bulacan and Pampanga during their management conference held on October 23, 2003 at the Subic International Hotel. The project took this opportunity to orient participants on evidence-based medicine applied in family planning and modern contraception.

## **3. Medical, Nursing and Midwifery Schools and Professional Regulatory Board**

### **3.1 INITIAL REVIEW OF THE MIDWIFERY CURRICULUM BY PRC DONE**

The Board of Midwifery initiated a seminar-workshop on October 18-19, which the Project sponsored, to review the undergraduate midwifery curriculum with possible inclusion of substantial subject matter on family planning. It was attended by about 25 representatives from the Commission on Higher Education, Association of Philippine Schools of Midwifery, Integrated Midwives Association of the Philippines, Philippine League of Government Midwives, and Midwife Foundation of the Philippines, Dr. Jose Fabella Memorial Hospital, and the Department of Health. Participants came up with a proposal to integrate in the midwifery curriculum the following topics: demography and population dynamics, family planning, and contraceptive technology and safety.

## **4. HP Research Activities**

### **4.1 ASSESSMENT OF FP TRAINING MANUAL COMPLETED**

The Yuchengco Research Center with Dr. Trinidad Osteria as the Lead Researcher submitted the draft report of the assessment of the 1998 FP training manual of the DOH. The results were presented during the Validation and Dissemination Forum with selected stakeholders held at the New World Hotel in Makati City on December 12, 2003. The final report will be submitted in early January of 2004. (*Annex 18*)

### **4.2 DATA GATHERING FOR BASELINE KAP OF HEALTH PROVIDERS COMPLETED AND TOPLINE REPORT SUBMITTED**

Data gathering for the baseline survey on the knowledge, attitude and practices of public health providers was completed. NFO Trends, the research agency commissioned to conduct the study submitted the topline report before the year ended. This study was aimed to determine the providers' level of knowledge on the mechanism of action and side-effects of specific *modern* family planning methods – namely, pills, injectable, IUD, male and female sterilization, condom; and *natural* and other family planning methods – namely, mucus/billings and basal body temperature among health providers.



In addition, the study was also an attempt to find out how health providers keep themselves updated on medical science in general and on their specific knowledge of evidence-based medicine. (Topline report is found in *Annex 19*).

#### **4.3 MINI-SURVEY IN ECOP MEMBER-COMPANIES DONE**

All the questionnaires expected from the mini-survey to determine the status of PF provision in about 65 ECOP member-companies nationwide were received. TSAP did not conduct the survey itself but requested ECOP to include some questions specific to family planning program in the workplace in the survey they are conducting. Data tabulation and analysis will be done in January. Unfortunately, the Consultant contracted to complete this job experienced technical problems in the computerized data sets. The final report is targeted for submission in the first quarter of 2004.

### **III. IMPLEMENTATION ISSUES AND ACTIONS TAKEN**

#### **1. Standardized Message for all Target Groups across Components**

The annual review of the project held in November discussed the need to standardize messages as part of the need to strengthen convergence of the three components. Now that the advertising campaign is ready for launch and the messages and slogan have been approved, the three components will convene to discuss standardized messages across components. The slogan, *Sa modern methods, sigurado ka, walang patsamba-tsamba*, will be promoted by all three components to their specific target audiences. Core messages will be developed to support this slogan, based on the advertising campaign messages. At the same time, more specific messages will be developed for each sector targeted by advocacy activities and for health providers based on benefits that would appeal to them. This will be undertaken in January 2004.

#### **2. Intensification of Public Relations (PR) and Social Mobilization to Create a “Buzz” to Support Advertising Campaign**

Compared to advertising for popular commercial products like shampoo and soap, the reach and frequency of the advertising campaign to be launched in January 2004 will be limited due to budget constraints. More recent literature and research on mass media promotion reveals the need for advertising to be supplemented by other non-traditional forms of communication to create the “buzz” for family planning which is the goal of TSAP-FP. In the original RFP, public relations did not assume the increased importance it has acquired in the project. In 2004, more intensified PR activities will be planned and implemented to extend the reach and frequency of the advertising message. Ideas include the popularization of a song using the slogan on modern FP methods, production of segments on popular noontime TV shows, integration of messages in radio soap operas and other activities. PR activities will also be converged with social mobilization activities to be implemented by the ASM component to create the “buzz” for family planning at the community level.

### **3. IEC Materials Production**

During this reporting period, IEC materials for printing (revised FP flipchart, FP wall chart, omnibus FP pamphlet, research monographs) were not finalized since it was agreed that these will carry the slogan of the advertising campaign. Now that the slogan is finalized, these materials will be printed and distributed in the next quarter.

### **4. Process Documentation and Assessment of ASM Activities**

The advocacy activities of the project, specifically those targeting the informal sector/urban poor groups (which have made significant progress) and some local advocacy networks need to be documented. A process documentation will be initiated in the next reporting period. The ASM monitoring tool planned in the beginning of the project, which was delayed due to methodology problems, will also be operationalized in the succeeding quarter. The questionnaire has been prepared. A simplified sampling methodology will be used to include two or three advocates/champions from each sector targeted by the project as respondents. The questionnaire will be administered on a quarterly basis in order to track changes in the champions' behavior regarding their advocacy activities on FP, including how they are handling expressed objections to FP.

### **5. Focus on ASM Activities on Key Sectors**

During the annual review, the need to focus advocacy activities on those sectors which will have significant influence in increasing public approval for FP was reiterated. In 2004, this focus will be pursued. Activities which target LGUs will be referred to the LEAD-LGU project.

### **6. Capacity Building for Advocacy and Social Mobilization**

A large number of advocacy orientations and trainings were conducted in 2003. During this quarter, the systematization of these advocacy trainings was initiated with the development of an advocacy training module based on the modules used. This module will serve as the standard for advocacy trainings in 2004.

The capacity of external institutions and individuals to provide training will also be developed in the succeeding quarter. This is in response to the need to expand expertise beyond TSAP-FP staff who will not be able to manage all the capacity-building activities planned, particularly with expansion to other geographic areas in 2004. The development of external capacity is also important for sustainability purposes.

### **7. Activities Targeting Adolescents**

During the annual review, the activities targeting adolescents were assessed vis-à-vis their contribution to TSAP-FP's intermediate results. Considering the political climate

surrounding promotion of modern FP methods, the project cannot promote family planning to unmarried adolescents and young adults. Thus, activities targeting adolescents will promote responsible adolescent sexual behavior. Although this will not contribute to the project's intermediate results, TSAP-FP affirms its commitment to respond to the needs of this important group, the family planning acceptors of tomorrow. The interventions which the project will support will focus on reaching large segments of adolescents and young adults from the lower socio-economic classes with messages on responsible adolescent sexual behavior in order to prime them for acceptance of family planning when they are married. These activities comprise campus roadshows on adolescent sexuality, development of a core group of counselors in large colleges and universities catering to poor students and youth theater groups from the sectoral advocacy networks. Implementation will be undertaken through NGOs who have proven track records in working with adolescents and young adults.

## **8. Role of PEBRMNet and Advocacy Role of Health Professionals**

The Philippine Evidence-based Reproductive Medicine Network was originally conceived as provider of evidence-based research on family planning methods through the CATS, as trainer on EBM-FP and credible health professional advocate for family planning. It has been difficult to get individual network members to be trainers during EBM-FP trainings organized by the project and to publicly advocate for FP due to time constraints (members are busy with their own clinical practice). Moreover, the inherent conflict between *research* and *advocacy* (being a researcher entails objectivity about the subject in question while being an advocate entails commitment to the subject) makes the expectation for the network to play the combined roles of researcher and advocate, unrealistic. In the public's eye, a credible researcher is one who is objective about the subject and can present both sides. However, an advocate requires commitment to the subject. Considering this, the PEBRMNet will be positioned primarily as researcher cum trainer network. For advocacy purposes, individual health professional champions will be tapped.

## **IV. ACTIVITIES FOR NEXT REPORTING PERIOD**

### **A. PROJECT MANAGEMENT**

1. Recruitment of Local Area Coordinators
2. Systematization of Procurement and Grants Mechanism

### **B. BEHAVIOR CHANGE COMMUNICATION COMPONENT**

1. Advertising Campaign
  - 1.1. Quick Response Workshop for Nine Ad Campaign Sponsors
  - 1.2. Finalization of Radio and Print Ads
  - 1.3. Press Conference to Launch Ad Campaign
  - 1.4. Orientations of Government Health Providers and NGO Clinics on Ad Campaign
  - 1.5. Media Break of Ad Campaign

## 1.6. Salute to Partnership Event

## 2. PR Events to Support Ad Campaign

- 2.1. Standardization of Messages Workshop
- 2.2. Launching of PEBRMNetwork
- 2.3. Finalization of PR Plan
- 2.4. Conduct of PR Events to create “buzz” on campaign and popularize slogan
- 2.5. Production and Dissemination of IEC Materials on Ad Campaign
- 2.6. Media Training of Champions
- 2.7. PR Training for Partner Organizations
- 2.8. Harmonization of Messages Workshop for Sponsors
- 2.9. Media Relations Activities
- 2.10. Media Monitoring

## 3. Interpersonal Communication

- 3.1. Development of IPC Module for Health Providers Training

## 4. Other BCC Activities

- 4.1. Planning and Implementation of FP Hotline
- 4.2. Production of IEC Materials
- 4.3. Support to Radio Soap Operas
- 4.4. Continuing Support to FP Messages in Radio News Programs

## 5. Adolescent Activities

- 5.1. Campus Roadshows on Adolescent Sexuality
- 5.2. Youth Theater Group Expansion to other areas
- 5.3. Expansion of Campus Counseling Activities

## 5. Research

- 5.1. Finalization of Baseline KAP Study
- 5.2. Launch of Post-KAP Study

## 6. ARMM

- 6.1. Conduct of ARMM Formative Research
- 6.2. Finalization of ARMM Communication Plan

## **C. ADVOCACY AND SOCIAL MOBILIZATION COMPONENT**

### 1. Development of FP Champions

- 1.1. Identification of New Champions
- 1.2. Implementation of Capacity-building Plan
- 1.3. Development of Advocacy Tool Kit
- 1.4. Launch of Monitoring Study of Champions
- 1.5. Documentation of Advocacy Activities of Champions

### 2. Development of Sectoral Advocacy Plans

- 2.1. Finalization of FP Situation Analysis of Metro Manils, Cebu, Capiz, Bulacan, Negros Oriental and CALABA
- 2.2. Collection of Data for FP Situation Analysis of New Areas
- 2.3. Development of Advocacy Plans for New Areas
- 3. Development or Strengthening of Sectoral Advocacy Networks
  - 3.1. Finalization of Strategy Paper for Male Involvement in FP
  - 3.2. Activities to link Informal Sector/Urban Poor Groups into Networks
  - 3.3. Activities to Link Network of Satisfied FP Acceptors
  - 3.4. Initiation of Collaboration with Federation of Free Workers
- 4. Development or Strengthening of Local Advocacy Networks
  - 4.1. Continuing support to Strengthen existing networks
  - 4.2. Support for Formation of New Networks
- 5. Capacity Building of Networks
  - 5.1. Pretest and Finalization of Advocacy Module
  - 5.2. Training of Trainers on Advocacy
- 6. Small Grants Program
  - 6.1. Small Grants Orientations to New Areas
  - 6.2. Proposals Reviewed and submitted to USAID for funding
- 7. Monitoring and Evaluation
  - 7.1. Initiation of Process Documentation of ASM in Informal Sector

## **D. HEALTH PROVIDER COMPONENT**

- 1. Evidence-based Medicine
  - 1.1. Production of CATS
  - 1.2. Development of Second-generation PEBRMNet members
  - 1.3. Launch of PEBRMNet and CATS
  - 1.4. EBM-FP TOT for government trainers
  - 1.5. EBM-FP Orientation of Health Providers of partner organizations
  - 1.6. EBM-FP Orientation of Pharmaceutical Detail Persons
- 2. Technical Assistance for Ad Campaign
  - 2.1. Health Provider Orientations on Ad Campaign (with BCC)
  - 2.2. Dissemination of Print IEC Materials on Ad Campaign to Health Providers
- 3. Integration of FP in Medical, Nursing and Midwifery Curriculum
  - 3.1. Review of integration of FP in midwifery and nursing curriculum
- 4. Revision of FP Manual
  - 4.1. Dissemination of Assessment of FP Manual
  - 4.2. Coordination with DOH on Revision of FP Manual

5. Industry-based HP Activities

5.1. Assessment of FP Implementation in Industrial Areas

5.2. Training of Industrial Clinicians on EBM-FP

6. Research

6.1. Finalization of Baseline KAP Health Provider Survey

7. HP Activities in ARMM

7.1. Launch of Baseline Health Provider KAP Survey in ARMM

7.2. Orientation of private Muslim Physicians on EBM-FP

## V. TECHNICAL ASSISTANCE

Name of Consultant	Dates of Visit	Tasks Completed
Imelda Feranil	Oct 8 to Nov 9	<ul style="list-style-type: none"> <li>- Worked with Advocacy and Social Mobilization (ASM) and Capacity-Building Teams to: a) review advocacy and social mobilization training designs, modules and the capacity-building plan; and b) develop training-of-trainers (TOT) curriculum for local advocacy coordinators.</li> <li>- Worked with the Behavior Change Communication (BCC) team by participating in the Quick Response workshop on Oct. 17 and helping finalize pop-dev/poverty/environment messages.</li> <li>- Consulted with local experts (NSO, UPPI, UPSE) on a RAPID model application for ARMM</li> <li>- Brainstormed with TSAP and National Academy of Science and Technology to plan a population-environment-development roundtable.</li> <li>- Participated in TSAP's pre-sessions annual review and work planning for ASM.</li> <li>- Served as resource person for the Capiz government-NGO partnership building strategic planning workshop in November.</li> </ul>
Elizabeth Thomas	November 12-22	<ul style="list-style-type: none"> <li>- Participated in the TSAP-FP Annual Review and Workplanning;</li> <li>- Worked with the COP and AED Financial Manager to revise the budget based on the results of the annual review;</li> <li>- Participated in a message harmonization activity for the 3 TSAP-FP components;</li> <li>- Reviewed status of adolescent reproductive health activities; and</li> <li>- Assisted in resolving management issues, including AED registration.</li> </ul>
Robert Steiner	November 12-22	<ul style="list-style-type: none"> <li>- Trained the new TSAP-FP accountant in AED accounting procedures, including the QUICKBOOK software;</li> <li>- Attended the TSAP-FP Annual Review and Workplanning; and</li> <li>- Worked with the TSAP-FP COP and Home Office Coordinator to revise the project budget.</li> </ul>
Dee Bennett	November 16-22	<ul style="list-style-type: none"> <li>- Participated in the TSAP-FP Annual Review and Workplanning;</li> <li>- Participated in a message harmonization activity for the 3 TSAP-FP components; and</li> <li>- Assisted in finalizing the PR Plan and discussed performance and administrative issues with CID.</li> </ul>